

IMPLEMENTATION BY TARGET AUDIENCE

◆ GENERAL PUBLIC / RESIDENTS ◆

Situation Analysis Overview

The cities of Los Angeles County and the unincorporated area encompass nearly 10 million people whose socioeconomic levels vary from great wealth to welfare, and who collectively speak more than 90 languages/dialects. It is important that the education program makes an impression on as many of these people as possible and that they understand the actions of each individual *will* make a difference.

Unfortunately, there is no simple solution, no single action, no easy “fix” that will singularly prevent stormwater pollution. Some people believe there is an engineering treatment “fix” at the end of the storm drain; however, this is not true and will never be true as it is not economically viable or feasible to consider.

The problem is complex from both an action and result standpoint. Stormwater carries nonpoint source pollutants from different and sometimes unidentified sources and flow rates can fluctuate from thousands to billions of gallons in a short time. The education program and prevention solutions must take into account the impact of these many sources of pollution.

From Awareness to Behavior Change

Several general public stormwater public education programs that already are underway in Los Angeles County have heightened *awareness* of the problem among media, influential business and government leaders, and certain segments of the general public. These programs have laid a foundation to make the transition from basic education to a call-to-action that motivates and allows for behavior changes. As outlined in the first section, one of the greatest challenges to the program will be to measure behavior changes that actually reduce stormwater pollution. Without the benefit of scientific data that can tell us specifically which pollutants have decreased and in what geographic locale this decrease was found, we are relying on individuals to report on themselves and their neighbors.

IMPLEMENTATION BY TARGET AUDIENCE

Regional Considerations

With many issues within the 4,070-square miles of Los Angeles County being regional in nature, the Permit defines six Watershed Management Areas (WMAs) and calls for the cities within these WMAs to work collaboratively to address education and outreach efforts countywide as well as in their watershed. Currently, many cities have widely differing goals and resources and it may be a challenge to forge the cooperative partnerships necessary for Co-permittees to work collaboratively beyond their jurisdictions for the benefit of the entire watershed.

The term “watershed management area” is not part of the general public vocabulary and research has indicated that educating the public about simple everyday actions to enable behavior changes is a more efficient use of funds than educating them on WMAs. This is even more true for Los Angeles County which must address six different WMAs -- many of which are concrete channels not bucolic creeks or rivers.

Given the need to change specific behaviors in order to improve water quality, it is likely that initial materials will not address watersheds per se. However, this might be an option for a Co-permittee with messages targeted to address specific waterbody pollution concerns and actions within a specific WMA.

What the General Public Knows or Believes

Although quantitative studies have shown that general awareness of storm drain issues is increasing, focus groups⁶ conducted by the County in November 1996 indicate that the public has minimal knowledge regarding specific activities that contribute to stormwater/urban runoff pollution (with the notable exception of used motor oil dumping).

⁶ *Residents and Industry Stormwater Awareness, Practices and Communications Report*, -- Focus Groups, Los Angeles County Department of Public Works, conducted by Pelegrin Research Group, November 1996.

IMPLEMENTATION BY TARGET AUDIENCE

Substances not perceived as environmentally dangerous, such as car washing detergents, garden fertilizers and pesticides, are used freely with no thought to storm drains or urban runoff. With respect to litter in neighborhoods, most residents claim that they, themselves are not at fault. Instead they blame others for the unsightly mess.

There is a low level of knowledge about the *connection* between storm drains and the ocean; that pollutants placed into the storm drain flow directly to an open waterbody without being first treated in some manner. Finally, the level of basic knowledge between English-speaking and Spanish-speaking residents is very similar; however, understanding the difference between the storm drain system and household drains is more confusing for the Spanish-speaking population since the word “alcantarilla” refers to both systems.

Issues of Importance to the General Public

Residents are concerned about the aesthetics associated with storm drains including unsightly garbage, unpleasant smells and the resulting attraction of undesirable animals. Pollutants that offend the senses are universally disliked. Cigarette butts are in this category, not only as a pollutant, but because they are perceived as a sign of uncleanness. Garbage in the gutter is seen as both offensive to the eyes and nose as well as a great threat to the environment.

Toxicity and health are also important issues with residents. However, national research,⁷ as well as local focus groups,⁸ confirm there is a lack of understanding about how certain substances people consider to be harmless actually hurt the environment. In the research and in the focus groups, people thought of dog droppings as “fertilizer” and not connected to bacteria found in stormwater. Leaves and yard trimmings are “natural” and not understood as causing an imbalance in the supply of oxygen in the water needed by marine plants and animals. Pesticides and fertilizers are associated with the wholesome activity of home gardening -- and the philosophy of “more is better” unfortunately prevails.⁹ Lastly, sediment actually smothers aquatic plants, but the public typically thinks of it in terms of being soil -- a basic component of raising food.¹⁰

⁷ *National Geographic*, “Our Polluted Runoff,” February 1996.

⁸ *Residents and Industry Stormwater Awareness, Practices and Communications Report*, -- Focus Groups, Los Angeles County Department of Public Works, conducted by Pelegrin Research Group, November 1996.

⁹ Panel discussion on pollutants, State of Sacramento River Conference, September 1996.

¹⁰ *Residents and Industry Stormwater Awareness, Practices and Communications Report* -- Focus Groups. Ibid.

IMPLEMENTATION BY TARGET AUDIENCE

Many residents fear gutters because of health reasons ... “all the diseases down there.” Avoidance of floods was discussed in focus groups as another reason to keep storm drains clean; however, the segmentation study research indicated that only 27% of the general population are very concerned about flooding. And while runoff from sprinklers was considered wasteful, it was not seen as a potential carrier of pollutants. A few residents, however, made the connection between water runoff and dissolved chemicals that can seep from lawn fertilizing and be carried in flowing water to the storm drain.

Themes and Messages Targeted to the General Public/Residents

During focus groups, participants were exposed to a series of test themelines and asked to choose the ones they found most compelling. Because general public/residents were less educated about stormwater pollution prevention than the commercial/industry sector participants, they were more attracted to broader themelines (e.g., “You’re the solution. Prevent pollution.”). Abstract themelines (e.g., “Gone, but not for long.” “Can it. Don’t dump it.”) were seen as confusing and meaningless to residents.

Based on focus group feedback, the final program theme should:

- ◆ incorporate personal responsibility and individual empowerment
- ◆ be simple and straightforward
- ◆ validate and lend importance to individual actions

The focus groups revealed common threads that can be of assistance in designing the Five-Year Public Education Program. In addition, segmentation research provided some additional information about what would motivate key targets to change their behavior. These recommendations are summarized:

- ◆ ***Give action-oriented, specific messages.*** Short, specific “do’s and don’ts” are favored by many because they are unambiguous, implementable and point to tangible practices that can be adopted or changed.

IMPLEMENTATION BY TARGET AUDIENCE

- ◆ ***Emphasize personal responsibility and empowerment.*** Messages that indicate that the individual can make a difference are generally motivating and well received. This type of message is uplifting and diminishes the feeling of powerlessness or despair tied to the perception of a rapidly deteriorating environment.
- ◆ ***Build on existing aesthetic concerns for the immediate neighborhood.*** Since the general public is concerned with the offensive effects of urban pollution within their immediate surroundings and neighborhoods, messages that address such concerns have a wide appeal. The well-being of the ocean and beaches, while theoretically important, is not as compelling, especially for those who live away from the coastline.
- ◆ ***Build on concerns for children's future and welfare.*** The need to protect children from dirt and disease within their immediate surroundings is a powerful incentive to maintain storm drains that are clean and free of pollutants.
- ◆ ***Build on existing knowledge or existing positive practices.*** Messages that amplify and connect to existing positive practices are well received. Messages that connect recycling with urban runoff have the potential to build on an existing momentum as well as of increasing awareness of specific pollutants. The well-established fear of motor oil can be expanded to other pollutants by establishing a similarity.
- ◆ ***Build on guilt or shock.*** Messages based on guilt or shock are appealing to those who give pollution a low priority or to those who are cynical about the willingness of others to change behaviors.
- ◆ ***Minimize differences by adopting an overarching approach.*** Since there are significant differences in the degree of knowledge and compliance with good practices within the general public audience and between audiences, an overarching message accompanied by different sub-messages can specifically address such differences and be tailored by audiences.
- ◆ ***Make information easily accessible for those who want it.*** Ease and convenience are keys in getting people to change behaviors. Those individuals who express an initial interest in pollution prevention practices should be able to obtain additional information in an easily accessible manner.

IMPLEMENTATION BY TARGET AUDIENCE

◆ GENERAL PUBLIC / RESIDENTS GOALS ◆

- ◆ Much like recycling bottles and cans, gain public acceptance for specific stormwater/urban runoff pollution prevention practices as part of normal everyday routines.
- ◆ Tie pollution prevention to community beautification and protection of children messages.
- ◆ Increase the general public's *concern* about pollution of oceans, rivers and lakes to 64%.
- ◆ Increase the number of residents who feel *knowledgeable* about what causes pollution of oceans, rivers and lakes to 88%.
- ◆ Increase the percentage of residents who would definitely change their polluting behavior to 64%.
- ◆ Increase percentage of general public/residents incorporating and practicing the following activities as part of their normal everyday routines by the end of five years (NPDES Permit, Page 58, Section C.1.b.aa):

Recycling and Source Reduction:

- recycle glass, aluminum, plastic and newspapers in curbside programs or at redemption centers

Household Hazardous Waste Utilization and Disposal Options:

- dispose of household and other hazardous waste; e.g., used motor oil and antifreeze, car and household batteries (increase to 23%), paint and related materials (to 28%), toxic household cleaning materials (to 31%); at a recycling center or specialized collection site
- begin incorporating non-toxic cleaning materials and garden chemicals into the household
- decrease used oil motor dumping in storm drains or gutters to 2%; decrease other improper used motor oil dumping to 12%
- decrease radiator fluid being drained into the street to 18%

Litter Abatement:

- keep their property and neighborhood areas free of litter by placing it in collection containers

General Good Housekeeping Practices:

- washing car at a commercial car wash that recycles water or washing car on lawn where water doesn't run into gutter; improving car maintenance to decrease fluid leakage; sweeping more -- hosing down less. (1) Decrease cars being washed on the pavement to 27%. (2) Decrease littering to 10%. (3) Decrease hosing leaves and dirt to 9%. (4) Decrease dumping directly into storm drains to 2%. (5) Decrease dropping cigarette butts on the ground to 12%. (6) Decrease leaving dog droppings on ground to 1%.
- ◆ Promote, publicize and facilitate the number of public reports of illicit discharges and illicit disposal practices. (NPDES Permit, Page 29, Section D.1)

IMPLEMENTATION BY TARGET AUDIENCE

GENERAL PUBLIC / RESIDENTS GOALS , cont.

- ◆ Address the objectives identified in the NPDES Permit for residents which include: the items listed above; as well as, encouraging residents to participate in specific stormwater outreach programs; educating do-it-yourselfers regarding pollution prevention strategies, promoting public participation through cooperative programs; and encouraging the general public to mow vegetation surrounding their residences rather than disk.

* *Note:* These percentage goals will be measured on a countywide basis.

IMPLEMENTATION BY TARGET AUDIENCE

◆ GENERAL PUBLIC / RESIDENTS ◆

Communications Approach

There is little disagreement that the general public, as a whole, is concerned about the environment and that most people want to “do the right thing.” The segmentation research¹¹ supported this belief and further concluded that “doing the right thing” messages would be well received by two of the primary target audiences: Neat Neighbors and Fix It Foul-Ups.¹² The residents in these two groups also will be motivated by credible messages related to protecting children and would be inclined to act upon basic information about alternative behaviors.

A single, integrated and multi-faceted communications campaign will speak to 83% of the residents in Los Angeles County -- Neat Neighbors, 50% and Fix It Foul-Ups, 13% -- as well as an additional 20% of the population who are part of the Concerned Non-Contributors segment who will receive the messages from this campaign as

83% of Los Angeles County's population can be reached through a single, integrated, multi-faceted communications campaign.

a spillover effect. A second, more highly-focused campaign targeted to the harder-to-reach, but high polluting, Rubbish Rebels (9%)¹³ will bring the total population reach to 92%.

The segmentation research also supported the early hypothesis that the communications program should use an overarching approach in order to reach maximum efficiency and cost-effectiveness. Other research¹⁴ also shows that mass media like newspapers, radio, television and magazines are the four top sources of information about environmental pollution and other local issues. Outdoor advertising, such as billboards, received a higher response rate than brochures, which rated very low in all segments of the general public market.

¹¹Los Angeles County Stormwater Segmentation Study, Resident Population. Ibid.

¹²See Section IV for a full description of these target audiences.

¹³See Section IV for a full description of these target audiences.

¹⁴Public opinion poll conducted by The Sierra Group for Los Angeles County Stormwater/Urban Runoff Quality Management Program, February 1995; *Residents and Industry Stormwater Awareness, Practices and Communications Research*, Focus Groups conducted by Pelegrin Research and Team Rogers/Harris for the Los Angeles County Department of Public Works, November 1996.

IMPLEMENTATION BY TARGET AUDIENCE

Other general public/residents communications tools -- media relations, public service announcements (PSAs), instructional materials, corporate and entertainment industry tie-ins, displays, community events, speakers and experts bureau and the already-existing 1-888-CLEAN-LA hotline number -- will be planned to work in-concert with the radio, newspaper and outdoor advertising campaign. A single communications tool should not function as a stand-alone component. Working alone, a single component cannot have the impact that a group of well-timed and integrated activities will have on the target audiences. Messages must be heard repeatedly through a variety of tools and applications in order to make an impression and change behavior.

◆ GENERAL PUBLIC/RESIDENTS ◆

Snapshot of Activities

1. Advertising -- radio, outdoor, print
2. Targeted Non-Traditional Advertising (POP, grocery bags, movie trailers/slides, “tips” cards, direct mail inserts)
3. Media Relations
4. Public Service Announcements (radio, cable television, print)
5. “How To” Instructional Materials Distributed in a Targeted and Activity-Related Manner
6. Corporate/Entertainment Industry Tie-Ins
7. Modular Traveling Display
8. 1-888-CLEAN-LA
9. Speakers and Experts Bureau
10. Events Targeted to Specific Activities and Population Sub-Groups

IMPLEMENTATION BY TARGET AUDIENCE

Activity 1 Advertising

Radio, outdoor and targeted print ads.

Description -- Overview

The advertising campaign will be “problem/solution”-oriented and designed to communicate using an overarching approach with strong visuals and “how to” messages throughout all media components. As discussed in the Communications Approach, the three main media formats recommended are radio, print (newspaper, magazine) and outdoor (billboards, bus shelters). Messages in all three media will emphasize each person’s ability to prevent storm drain pollution through simple behavior changes, and will show potential consequences if behaviors are not changed. All advertising campaigns will include the 1-888-CLEAN-LA hotline number, the theme tagline and the signature Project Pollution Prevention.

Advertising buys will be planned on an annual basis, and in conjunction with the buy, free media time and space will always be negotiated to maximize reach and dollars spent. Co-permittees can help expand the reach of the campaign by playing an important role in securing local public service announcement/free media opportunities.

Media placement should be scheduled to correspond with seasonal activities so there is a relevant tie-in for maximum understanding and meaning. For example, the incidence of people washing their own car, applying fertilizer to lawns and doing spring cleaning increases in Spring and Summer. This is the time period to concentrate on messages and media buys directed to these activities. A parallel time schedule is recommended for the rainy season and “first flush” messages.

IMPLEMENTATION BY TARGET AUDIENCE

Description -- Print Advertising

Print advertising is the optimum medium to explain a complex issue like stormwater pollution. It allows for more detailed information and direction, and can be combined with visuals that bring additional meaning to the copy points.

The print advertising campaign will present the “problem,” its consequences if not fixed and simple solutions that each person can execute on a daily basis. Print ads will be placed in targeted newspapers and magazines that have frequency and reach in the two primary audiences. It is anticipated that these newspaper and magazines also will have a spillover effect and reach members of the other segmented audiences -- Prove-It-To-Me Polluters, Concerned Non-Contributors and Preoccupied Polluters.

As discussed in the Communications Approach, a separate campaign must be developed for the Rubbish Rebels who, according to research, will not respond to the type of messages developed for the other groups. Rubbish Rebels, while having a common concern for children, need a much different message and approach. Radio advertising will be the primary tool used to reach this group.

Description -- Outdoor Advertising

Outdoor media refers to the various types of billboards that are seen along the highway, streets and on buildings (papered posters, painted displays, spectaculars). Outdoor delivers good reach -- the number of different people in a given geographic area who are exposed to an advertisement -- and offers an excellent opportunity of zeroing-in on a target audience who may be captured by a particular message, or who may live or work in a geographical area where billboards can be placed.

The greatest challenge presented by outdoor advertising is the mandatory brevity of messages displayed. The meaning and message must be picked up and understood in a few seconds. To this end, the outdoor campaign will work in conjunction with the print and radio ads to provide quick reminders of the information supplied in greater detail in the other two mediums.

IMPLEMENTATION BY TARGET AUDIENCE

Description -- Radio

Radio reaches a large audience while offering precise audience targeting. It offers flexibility in programming and the ability to quickly change the message. Radio is a low-cost broadcast medium enabling an advertiser to build frequency, since the message can be played more often and at a variety of times during a 24-hour period. Radio also offers value-added opportunities such as on-air and on-site promotions and contests.

In a random digit sample survey of 2,003 Los Angeles County residents conducted among “do-it-yourselfers”¹⁵, radio listening propensity demonstrated a strong correlation with personal oil changing. This information parallels the personality traits of one of the primary targets, the Fix It Foul-Ups. The Fix Its represent 24% of the total volume per year of oil that is changed and not recycled and 92% of this group reported listening to the radio. Neat Neighbors represent the highest percentage of oil non-recyclers at 36% with 86% radio listeners; and Rubbish Rebels fall in the middle at 28% non-recyclers with 91% radio listeners.

Timing/Frequency -- Activity 1

◆ Develop annual consumer media buying plan	Fall 1997, 1998, 1999, 2000
◆ Concept and create print, radio, outdoor ads	Fall 1997, 1st quarter 1999
◆ Purchase ad space and time	As per media buying plan
◆ Develop template print ad series	1st quarter 1998 1st quarter 2000

¹⁵ Marketing Research Survey of “Do-It-Yourselfers, public opinion poll conducted by The Sierra Group and Godbe Research and Analysis for the County of Los Angeles Department of Public Works, May 1996.

IMPLEMENTATION BY TARGET AUDIENCE

County Responsibilities -- Activity 1

- ◆ Concept and production of print, outdoor and radio advertising campaign
- ◆ Adapt advertising to other languages as needed
- ◆ Provide print and outdoor advertising artwork on disk or photostat to Co-permittees for local tailoring and placement; provide hard copy or tape of radio advertising with a spot for local identification
- ◆ Create a countywide media plan; initiate countywide media buy and negotiate PSA placements
- ◆ Provide counsel and information to Co-permittees for localizing and placing advertising messages within individual cities

Co-permittee Responsibilities -- Activity 1

- ◆ Write endorsement/encouragement letters to local radio stations and newspapers supporting and encouraging them to extend or increase usage of PSAs
- ◆ Supplement County media buys by funding additional buys in local market and localizing messages. Media should be purchased on a bi-weekly-basis during the course of a countywide media campaign. Co-permittees are encouraged to buy together, especially when a local medium (e.g., newspaper) overlaps jurisdictions

Optional

- ◆ Negotiate free advertising in local market

IMPLEMENTATION BY TARGET AUDIENCE

Activity 2 Targeted Non-Traditional Advertising

POP, product “neck” hangers, grocery bags, movie trailers/slides, “tips” cards, direct mail inserts.

Description

At times, non-traditional media offer the best vehicles for an advertising or public service message. Messages on these types of media must be quick calls to action or “how to” tidbits and should be relevant to advertising campaign and a seasonal activity. For example, in the Spring, non-polluting lawncare tips can be taught through non-traditional advertising -- Point-of-Purchase (POP) displays, neck hangers around products, and tip cards at nurseries, home and garden stores and lawncare departments of stores like Home Depot. Whenever possible, this type of non-traditional advertising should appear at the same time print, radio and outdoor advertising is placed so that consumers are seeing the same message in a variety of places and in a variety of ways.

Timing/Frequency -- Activity 2

- | | |
|---|------------------------------------|
| ◆ Develop annual non-traditional media plan | December 1997, 1998, 1999, 2000 |
| ◆ Concept and create ads, POP display, neck hangers, etc. | 1st quarter 1998, 1st quarter 1999 |
| ◆ Create partnerships with appropriate businesses to place non-traditional ads correlating with media buy | As per media buying plan |

County Responsibilities -- Activity 2

- ◆ Concept and production of non-traditional ad components
- ◆ Adapt components to other languages as needed
- ◆ Provide advertising artwork on disk or photostat to Co-permittees for local tailoring and placement
- ◆ Create a countywide partnership/non-traditional media plan; initiate countywide placement plan
- ◆ Provide counsel and information to Co-permittees for localizing and placing advertising messages within individual cities

IMPLEMENTATION BY TARGET AUDIENCE

Co-permittee Responsibilities -- Activity 2

- ◆ Write thank you letters to local businesses to support and encourage the use of non-traditional advertising
- ◆ Work with County to get non-traditional materials placed in local jurisdictions

IMPLEMENTATION BY TARGET AUDIENCE

Activity 3 Media Relations

Accurate and timely information outreach to Los Angeles County print and electronic media. Develop and operate a Countywide News Bureau. Draft and distribute a "Local Guide to Media Relations."

Description

A successful education and outreach program will require the support of print and electronic media to report on the activities of the program and communicate "how to" messages to residents. Components of a comprehensive media relations program that will ensure the media receives accurate, timely information include:

- ◆ media kit
- ◆ media releases and advisories
- ◆ fact sheets, issue papers, update reports, feature articles, case studies
- ◆ editorial board meetings and press briefings
- ◆ community/public affairs talk shows
- ◆ on-line reporting

Many of the collateral materials developed for the General Public/Residents, Businesses and Public Agency Employees audiences will be included in media information kits along with specific, localized information from the Co-permittees.

Reporters will be approached with relevant stories timed to coincide with the advertising campaign, seasonal activities and other events planned within the Five-Year Public Education Campaign. For example, media releases and advisories update the media on new information, specific program elements, upcoming meetings and activities, and are normally followed by a telephone call to pitch the story. Issue papers will be used to highlight and analyze a specific aspect or topic, provide an expert opinion, and/or propose solutional measures. Update reports are results, successes and/or failures of certain programs, pollution monitoring, regulatory measures enacted; in essence, the "State of Stormwater."

IMPLEMENTATION BY TARGET AUDIENCE

Description -- Countywide News Bureau

The Countywide News Bureau will serve as a one-stop clearinghouse for media needing information about stormwater pollution. The News Bureau will have on-hand:

- ◆ fact sheets and background information
- ◆ an assortment of relevant County and Co-permittee case studies
- ◆ a written and computer file of media outlets (reporter names, areas of interest/expertise, media outlet name, address, telephone, fax, e-mail address)
- ◆ appropriate camera-ready artwork or photographs
- ◆ reference, resource and key contacts -- County and Co-permittee

When a member of the media calls the News Bureau, all available and appropriate information will be supplied to him/her as rapidly as possible. For specific Co-permittee information that is not contained in case studies, or for current quotes, the reporter will be referred to the media resource person listed in the Co-permittee information on file at the News Bureau.

Description -- "Guide to Local Media Relations"

Each Co-permittee will receive a "Guide to Local Media Relations" that will provide the following "how to" information for working with media in their individual communities:

- ◆ tips for working with local print and electronic media
- ◆ tips for communicating/pitching stories and the types of stories/opportunities to be on the lookout for
- ◆ format and examples of media releases, advisories, fact sheets
- ◆ distribution practices/policies
- ◆ protocol for media interviews
- ◆ how to place public service announcements

IMPLEMENTATION BY TARGET AUDIENCE

Timing/Frequency -- Activity 3

- ◆ Media kit folder and overarching information Fall 1997
- ◆ Media contact/outlet database Fall 1997, ongoing maintenance
- ◆ Develop/collect case studies Fall 1997, ongoing maintenance
- ◆ Develop annual media relations plan Fall 1997 for 1998
Fall 1998 for 1999
Fall 1999 for 2000
- ◆ Develop a “Guide to Local Media Relations” Fall 1997

County Responsibilities -- Activity 3

- ◆ Create and produce overarching media kit cover and enclosure information. Media kit cover available for Co-permittee purchase through “group printing” system
- ◆ Create and update regularly a countywide media contact/outlet database
- ◆ Serve as News Bureau with media lists, information, case studies; main source of countywide media information
- ◆ Develop County case studies; collect local Co-permittee case studies
- ◆ Develop and implement annual countywide media relations plan
- ◆ Develop and distribute “Guide to Local Media Relations”
- ◆ Produce appropriate artwork photostats

Co-permittee Responsibilities -- Activity 3

- ◆ Provide local media contacts/outlets for County News Bureau database
- ◆ Use the “Guide to Local Media Relations” to implement local media relations

Optional:

- ◆ Provide local case studies as appropriate
- ◆ Identify a local media spokesperson for referral by the News Bureau
- ◆ If desired by Co-permittee, take the lead and maintain line of contact with local media through distribution of regular media updates, releases, e-mails, op/ed pieces and phone call story pitches. Otherwise, assist County News Bureau by providing local news as it develops, as appropriate

IMPLEMENTATION BY TARGET AUDIENCE

Activity 4 Public Service Announcements

Radio, cable television, small space print ads.

Description

A Public Service Announcement (PSA) is defined by its message, not whether it is free or paid. In reality, a PSA can be either a paid spot or a free spot, and its definition is reflective of the fact that the message is not based on a product sale, but is a service or information provided in the public interest or safety.

While the ultimate goal of a PSA is to have it placed pro bono (free), it is sometimes necessary to pay for the spot, possibly at a reduced rate, to ensure a strong air time, a specific newspaper section or billboard spot targeted to the two primary audiences -- Neat Neighbors and Fix It Foul-Ups. Based on the results of the segmentation studies, and supported by budgetary parameters, the three advertising mediums that will be negotiated with PSAs are print, radio and outdoor.

Timing/Frequency -- Activity 4

- ◆ Production of PSAs In conjunction with Activity 1
- ◆ Negotiating PSA time and space In conjunction with media buy

County Responsibilities -- Activity 4

- ◆ Development and production of PSAs
- ◆ Distribute PSA templates, copy, tape to Co-permittees for local placement
- ◆ Negotiate countywide PSA time and placement
- ◆ Track and evaluate PSA placement

IMPLEMENTATION BY TARGET AUDIENCE

Co-permittee Responsibilities -- Activity 4

- ◆ Send endorsement/thank you letters to local media to get them to extend or increase usage of PSAs
- ◆ Play broadcast PSA on city news outlets or cable station and place print PSA in city newsletter

Optional

- ◆ Negotiate PSA time and space in the local market

IMPLEMENTATION BY TARGET AUDIENCE

Activity 5 "How To" Instructional Materials Distributed in a Targeted and Activity-Related Manner

Collateral materials developed that have a specific and significant point, such as lawncare tips or 'tickler' cards distributed with fertilizer during the Spring and Summer.

Description

In the focus groups, general information brochures were rated very low by the general public, mainly due to the time it takes to read them. However, in keeping with the "problem/solution" communications approach, "how to" instructional materials can prove valuable if the information is simple -- stating the problem and a personal, easy solution -- and is distributed in a manner that makes the material meaningful and increases the probability that the recipient will actually read the piece.

Similar to the non-traditional advertising components, "how to" instructional materials should be produced to correspond with the advertising campaign and seasonal activities. For example, during the Spring and Summer, lawncare tip cards can be distributed through nursery/garden stores, garden and horticultural clubs, botanical gardens, lawncare services and homeowners associations.

The basis of the information of these tips or tickler cards will be provided by the BMP fact sheets being prepared in the Businesses audience (Activity 1) and the many excellent brochures that already exist, having been prepared by the County program or by individual Co-permittees. Technical information and other educational materials will be adapted for general public understanding and relevance.

Timing/Frequency -- Activity 5

- | | |
|---|---|
| ◆ Determine list and format of "how to" materials in coordination with the advertising media plan and seasonal activities | Fall of 1997 for 1998, 1999
Fall of 1999 for updates |
| ◆ Produce "how to" materials. Ensure availability of materials to Co-permittees through "group printing" system | On-going as needed |
| ◆ Develop and implement distribution plan | Fall of 1997, on-going |

IMPLEMENTATION BY TARGET AUDIENCE

County Responsibilities -- Activity 5

- ◆ Determine “how to” materials to be developed and develop format of each
- ◆ Write copy for materials and obtain technical and information approvals
- ◆ Design and produce materials. Ensure availability of materials to Co-permittees through “group printing” system
- ◆ Develop and implement countywide distribution plan

Co-permittee Responsibilities -- Activity 5

- ◆ Obtain materials through the “group printing” system and distribute through local channels

IMPLEMENTATION BY TARGET AUDIENCE

Activity 6 Corporate, Community Association, Environmental Organization and Entertainment Industry Tie-ins

Develop partnerships that will provide expanded distribution avenues and media buys, celebrity spokespersons, non-traditional advertising and PSA opportunities.

Description

Partnerships with corporations and businesses, environmental organizations and the entertainment industry are essential to reach audiences on a variety of levels. In many cases, messages tied-in to these types of organizations have more credibility and therefore more potential to be effective. Relationships and partnerships with corporations, environmental organizations and the entertainment industry can expand the message distribution avenues and activities, and supplement program budgets through the following:

- ◆ Personal and business endorsements
- ◆ Cooperative traditional and non-traditional advertising in the consumer marketplace
- ◆ Information distribution through POP displays, product neck-hangers, mailings, tip cards
- ◆ Sponsorship of community events and special activities
- ◆ Celebrity spokespersons to media and at events
- ◆ Special messages on established product packages (e.g., Northern California Coca-Cola and Sprite cans carrying a stormwater awareness message and a 1-800 information number, Spring/Summer 1997)

Timing/Frequency -- Activity 6

- | | |
|---|---------------------|
| ◆ Create a database of potential partners | By end of 1997 |
| ◆ Develop a partnership information package | 1st quarter of 1998 |
| ◆ Develop "Guide to Local Partnerships" | 1st quarter of 1998 |
| ◆ Solicit partnerships | 1998 - 2001 |
| ◆ Implement partnerships | 1998 - 2001 |

IMPLEMENTATION BY TARGET AUDIENCE

County Responsibilities -- Activity 6

- ◆ Identify countywide corporations, environmental and entertainment industry organizations. Develop and maintain database
- ◆ Solicit and implement countywide partnerships
- ◆ Provide materials (i.e., advertising, POP display materials, tips cards) as needed for mailings, information counters, ad placement, etc.
- ◆ Develop specific materials co-sponsored with corporations and organizations
- ◆ Develop a “Guide to Local Partnerships” manual as a resource and reference for Co-permittees working on the local level

Co-permittee Responsibilities -- Activity 6

- ◆ Identify and pursue any appropriate local partnerships with corporations, and community and environmental organizations to assist in distribution of stormwater education materials. Templates for local tailoring or materials for purchase are available through the County’s “group printing” system (This activity can be combined with Activity 4 in the upcoming Businesses audience section)
- ◆ Utilize the “Guide to Local Partnerships”
- ◆ Support the countywide efforts with a local “thank you” to stores/partners in the local community. Have a telephone conversation with and send a letter to the participating store manager/partner

IMPLEMENTATION BY TARGET AUDIENCE

Activity 7 Modular Traveling Display

Description

A display can be a versatile tool for a variety of occasions, from large-venue events to conferences to workshops. Modular displays offer the ability to structure small close-range presentations or convention-size exhibits by adding or subtracting components. Modular graphic components (using velcro tape) also allow for a flexible range of messages and sponsors through mix-and match titles, pictures, graphs, illustrations and real-life samples.

A countywide display will be developed with a standardized set of graphics and titles supporting the overarching theme and messages. This display will be appropriate for an environmental-related convention or workshop in any Co-permittee jurisdiction.

The standardized display -- structure and graphics -- will be stored at the County offices and “checked out” on an as-needed basis by any Co-permittee for a specified period of time. Additionally, any Co-permittee wanting to tailor the display for specific City messages or programs can produce its own titles, graphics, logos -- following pre-determined graphic guidelines -- that would integrate or replace the Countywide graphics.

Timing/Frequency -- Activity 7

- | | |
|--|-------------|
| ◆ Create display and graphics | Spring 1998 |
| ◆ Develop and implement check-out system | Spring 1998 |

IMPLEMENTATION BY TARGET AUDIENCE

County Responsibilities -- Activity 7

- ◆ Create modular display and shipping case
- ◆ Develop modular, mix-and-match countywide graphics with overarching theme and messages
- ◆ Develop check-out system for Co-permittee use. Provide availability and check-out information to Co-permittees

Co-permittee Responsibilities -- Activity 7

- ◆ Check-out and utilize the countywide display, tailored for local events and conferences as appropriate

IMPLEMENTATION BY TARGET AUDIENCE

Activity 8 1-888-CLEAN-LA and Other Co-permittee Hotlines

Description

The County of Los Angeles currently advertises and operates 1-888-CLEAN-LA and several of the larger Co-permittees have their own hotline telephone numbers. The County's 24-hour hotline number allows callers to find out about household hazardous waste roundups and used oil recycling, as well as to report clogged catch basin inlets and dumping and illicit discharge violations.¹⁶ The County already has placed this phone number in all appropriate County telephone directories.

As of July 1997, the County infrastructure capability and capacity of the 1-888-CLEAN-LA phone number makes it able to handle thousands of calls per day. Over the next four years, the County intends for the 1-888 number to evolve and encompass all environmental programs, as well as provide proactive information and opportunities to get involved. The evolution will expand its current exclusive use of providing roundup dates, used oil recycling locations and reporting pollution violations.

Coordination between the County and the Co-permittees with individual hotlines numbers is important for dissemination of cohesive information and call handling.

Timing/Frequency -- Activity 8

- | | |
|---|-------------------------------------|
| ◆ Include 1-888 number in all available directories | COMPLETED, ongoing |
| ◆ Draft and distribute recommended telephone protocol/
guide manual to County and Co-permittees | 1st quarter 1998
Updates ongoing |
| ◆ Promote 1-888 number and local 1-800 numbers,
as appropriate, in all media relations and advertising
activities | Ongoing |

¹⁶ NPDES Permit, page 30, II. Illicit Connections and Illicit Discharges, D. Public Reporting.

IMPLEMENTATION BY TARGET AUDIENCE

County Responsibilities -- Activity 8

- ◆ Operate effectively and continue to expand the information provided by the 1-888-CLEAN-LA hotline number
- ◆ Provide a guide manual to Co-permittees with individual 1-800 numbers that provides an information and call handling resources link allowing cohesive dissemination of pollution prevention practices
- ◆ Promote 1-888-CLEAN-LA through as many vehicles as possible (media relations, flyers, posters, advertising, News Bureau, etc.)

Co-permittee Responsibilities -- Activity 8

- ◆ If a Co-permittee hotline already is in operation, it should be reviewed and updated once annually to ensure that it is easy for the public to use
- ◆ Work with the County and utilize the provided guide manual to coordinate information and call handling between the County and the Co-permittees so the system appears to be seamless throughout the County

IMPLEMENTATION BY TARGET AUDIENCE

Activity 9 Speakers and Experts Bureau

Activity-specific organizations will be targeted to schedule expert speakers to discuss anti-polluting lawn-, home- and car care; i.e. Homeowners Associations, Lawn and Garden Clubs, Community Education Classes.

Description

Speaking opportunities will be explored with organizations involved in activities with relationships to potential stormwater pollution. For example, in the Spring and Summer, working hand-in-hand with the advertising campaign, expert speakers will be scheduled at Lawn and Garden Clubs, Botanical Garden Docents meetings, homeowner association meetings, and related community education classes like Learning Annex.

These already-scheduled meetings often have set formats, and with little effort by the County or a Co-permittee -- other than making a request -- a presentation can be made to a group of people who already have an interest in the topic. The speakers should be experts and role models in the field in which they are speaking, as well as enthusiastic and good communicators. The information that is distributed at the speaker's engagements is discussed in Activity 5. Potentially, dependent upon the level of discussion within the meeting, materials from Activities 1 and 2 in the Businesses audience might also be distributed.

Timing/Frequency -- Activity 9

- | | |
|---|---------------------|
| ◆ Create speakers bureau membership list and train members as expert speakers | 1st quarter of 1998 |
| ◆ Create database listing of potential organizational meetings | 1st quarter of 1998 |
| ◆ Schedule countywide speaking engagements | 1998-2001 |

IMPLEMENTATION BY TARGET AUDIENCE

County Responsibilities -- Activity 9

- ◆ Create expert speakers list and train
- ◆ Create database of potential speaking engagements/organizational meetings
- ◆ Schedule speaking engagements with organizations that have countywide representation
- ◆ Create visuals (e.g., slides, boards, pictures, computer) to be used in presentations

Co-permittee Responsibilities -- Activity 9

- ◆ Create database of potential and appropriate local organizational meetings
- ◆ Schedule local speaking engagements

Optional:

- ◆ Provide the County with appropriate local experts for membership in the speakers bureau

IMPLEMENTATION BY TARGET AUDIENCE

Activity 10 Events Targeted to Specific Activities and Population Sub-Groups

Community, environmental, beautification and ethnic events.

Description

Events can serve as focal points for the diverse communities of Los Angeles and they bring added dimension to the Five-Year Public Education Plan when incorporated with other communications components. Events provide an opportunity for people with similar interests and a positive inclination to do the right thing to gather and gain “how to” information about preventing stormwater/urban runoff pollution.

Samples of potential events include:

Event	Pre-Qualified Population
◆ Already-scheduled County and local household hazardous waste round-ups	Attending residents are already doing the right thing by recycling HHW, and most are likely to take another step in pollution prevention if handed simple “how to” information as they drive through the round-up.
◆ Cleanup/beautification campaigns (i.e. Coastal Cleanup, neighborhood cleanups, tree-planting)	Residents are already demonstrating their willingness to do the right thing by volunteering to make a community beautiful. If given information in conjunction with this type of event about simple things to do at home or work, these people are most likely to take another step in pollution prevention.
◆ Community fairs and festivals	Fairs and festivals targeted in neighborhoods in which the two primary audiences reside.
◆ Large events (e.g., Earth Day Celebrations, Eco Expo, LA Times Festival of Books, LA County Fair)	These types of events normally attract people who either are already participating in some form of pollution prevention/recycling activities or belong to one of the two primary target audiences.

IMPLEMENTATION BY TARGET AUDIENCE

- ◆ Ethnic Events (i.e., Cinco de Mayo, Fiesta Broadway)

Hispanic events are a potential means of reaching the Neat Neighbors, Fix It Foul-Ups and particularly the Rubbish Rebels, who are an important audience due to the amount of pollution they create but need a separate message and theme to reach them.

Timing/Frequency -- Activity 10

- ◆ Create/maintain countywide event database
- ◆ Distribute event information to Co-permittees
- ◆ Attend appropriate events

4th quarter 1997,
ongoing

Beginning 1st quarter
1998, ongoing

Beginning 1st quarter
1998, ongoing

County Responsibilities -- Activity 10

- ◆ Create and maintain a countywide event database
- ◆ Determine the most cost-effective countywide events to participate in
- ◆ Distribute potential event information to Co-permittees on a regular basis

Co-permittee Responsibilities -- Activity 10

- ◆ Provide local event input to countywide database
- ◆ Provide staffing support, if needed, to city-sponsored events
- ◆ Target local events and participate on a city-level (possible check-out of countywide display for event adaptation)

IMPLEMENTATION BY TARGET AUDIENCE

◆ GENERAL PUBLIC/RESIDENTS ◆

The following table provides a snapshot of the relationships that exist between the activities. For example, Activity 1 Advertising is a component of Activity 2 Non-traditional Advertising (corresponding themes and media buys), Activity 3 Media Relations (editorial support), Activity 4 PSAs (negotiations of free space and time in relationship to the buy), Activity 5 “How To” Materials (corresponding theme), Activity 6 Partnership Tie-ins (sponsored or cooperative media buys), Activity 8 The 1-888-CLEAN-LA hotline (always included in advertising), Activity 10 Events (publicity and theme tie-in).

TABLE: RELATIONSHIPS BETWEEN ACTIVITIES

	1. Advertising	2. Non-traditional Advertising	3. Media Relations	4. PSAs	5. "How To" Materials	6. Partnership Tie-ins	7. Display	8. 1-888-CLEAN-LA	9. Speakers/Experts Bureau	10. Events
1. Advertising	◆	◆	◆	◆	◆	◆		◆		◆
2. Non-traditional Advertising		◆	◆	◆	◆	◆		◆		◆
3. Media Relations	◆	◆	◆		◆			◆	◆	◆
4. PSAs	◆	◆	◆	◆	◆	◆	◆	◆		◆
5. "How To" Materials	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
6. Partnership Tie-ins	◆	◆	◆	◆	◆	◆			◆	
7. Display					◆	◆	◆	◆	◆	◆
8. 1-888-CLEAN-LA	◆	◆	◆	◆	◆	◆	◆	◆	◆	
9. Speakers/Experts Bureau					◆	◆	◆	◆	◆	◆
10. Events			◆		◆	◆	◆	◆	◆	◆

IMPLEMENTATION BY TARGET AUDIENCE

◆ GENERAL PUBLIC/RESIDENTS ◆

The following table illustrates the relationship of activities to the goals stated on pages 39 and 40. For example, all 10 activities address the first stated goal of gaining general acceptance of stormwater pollution prevention activities, much like recycling has become an accepted lifestyle practice.

TABLE: RELATIONSHIPS BETWEEN GOALS & ACTIVITIES

	1. Advertising	2. Non-traditional advertising	3. Media Relations	4. PSAs	5. "How To" Materials	6. Partnership Tie-ins	7. Display	8. 1-888-CLEAN-LA	9. Speakers/Experts Bureau	10. Events
Like recycling, gain acceptance for stormwater anti-pollution activities	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Tie pollution prevention to community beautification and protection of children messages	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Increase the percentage of general public incorporating: recycling/source reduction; proper HHW disposal; litter abatement; general good housekeeping	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Promote, publicize, facilitate number of illicit discharge reports	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆